

M e m o r a n d u m

Date: October 1, 2008

To: Border Division

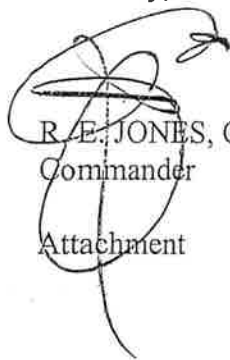
From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
El Centro Area

File No.: 625.12028.10320

Subject: CHAPTER 8, PUBLIC REACTION, SELF INSPECTION

Attached is the 2008 Chapter 8, Public Reaction, self inspection for the El Centro Area. The Area did not identify any deficiencies during the inspection. If you have any questions, please contact Lieutenant Edward Martinez at (760) 482-2500.

Sincerely,



R.E. JONES, Captain
Commander
Attachment


AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA El Centro	DIVISION Border	NUMBER 625
EVALUATED BY Lt. Martinez, Sgt. Lopez, Officer Boerner		DATE 09/30/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		COMMANDER'S REVIEW 	DATE 10/3/08
BY		EVALUATED Yes	ACTION REQUIRED No CORRECTED N/A

1. COMMUNITY OPINION

a. How does the community as a whole feel about the Department? Those contacted feel the CHP is doing an excellent job with public service and traffic enforcement.

- (1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No
- b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No
- c. Do people believe the Department represents their best interests? ☒ Yes ☐ No
- d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No
- e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No
- f. How does the reputation of the Department compare with other agencies in the area? Excellent.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED Yes	ACTION REQUIRED No	CORRECTED N/A
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Positive comments are documented on the officer's CHP 100 form; negative comments are handled accordingly to departmental policies.

(1) What is the ratio of compliments to complaints? Not measurable; no statistical data available.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Addressed in briefings, CHP 100 form comments, CHP 118's.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☐ Yes ☒ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Violators were treated with respect and courtesy. They were pleased not to pay a clearance fee for correctable violations.

(1) What is the opinion of the public appearing at court regarding Area officers? Not solicited; however, Area only received one citizen's complaint during the first three quarters of 2008 from a traffic violator only after he was found guilty in court.

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Supervision and management

interact with the public and governmental officials on a regular basis.

3. NEWS MEDIA

EVALUATED

Yes

ACTION REQUIRED

Non

CORRECTED

N/A

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes☐ No

(1) Does the media treat the Department favorably?

☒ Yes☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes☐ No

(a) How are other kinds of news information disseminated to the media?

News releases faxed daily; routine telephone

calls to & from the local media

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes☐ No

d. How are releases produced by headquarters distributed?

Faxed to all local media with follow-up telephone calls as needed.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

Area public affairs officer.

(a) Are significant items sent to headquarters?

☒ Yes☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes☐ No**4. SCHOOLS**

EVALUATED

Yes

ACTION REQUIRED

No

CORRECTED

N/A

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes☐ No(1) Who supervises the program? *Area Commander*☒ Yes☐ No

(2) Is preplanning evident in the school program?

☒ Yes☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes☐ No

(5) Has the program been approved by the commander?

☒ Yes☐ No

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	Participants evaluations (Verbal/written)	
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
5. PUBLIC AFFAIRS PROGRAM	EVALUATED Yes	ACTION REQUIRED No
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	Meets with public affairs officers to address issues.	
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	Commander attends local engagements and will address issues when asked. Occasionally, the commander will delegate speaking engagements to the public affairs officer.	
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?☒ Yes☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA 645	DIVISION Border	NUMBER
EVALUATED BY Sgt. C. Lloyd, #12462		DATE 08/21/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY	DATE 8/22/08

1. COMMUNITY OPINION

EVALUATED 06/12/08	ACTION REQUIRED None	CORRECTED N/A
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- a. How does the community as a whole feel about the Department? The San Diego Union-Tribune, has ran negative stories (Attached) about the Department as a whole, but there is no known articles specific and negative in nature about the Area.
- (1) Do all sectors of the community have the same opinion? ☐ Yes ☒ No
- b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No
- c. Do people believe the Department represents their best interests? ☒ Yes ☐ No
- d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No
- e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No
- f. How does the reputation of the Department compare with other agencies in the area? We compare excellent in some areas and need to improve in others.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED 08/21/08	ACTION REQUIRED None	CORRECTED N/A
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- a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Citizens' complaint process, informal process, traffic complaint process and the internet.
- (1) What is the ratio of compliments to complaints? 25% more compliments than complaints.
- (2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No
- (3) Is recognition given to the complimented officers? ☒ Yes ☐ No
- (a) How? By different positive levels of documentation that fit the compliment that will be placed in their personnel file.
- (4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No
- (5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No
- b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? The general opinion from the random surveys were that the officers are doing a good job. Refer to page 4 narrative section of this report for survey results.
- (1) What is the opinion of the public appearing at court regarding Area officers? The San Diego Area has great communication with the Courts on a daily bases. The Courts advise when an officer missed a court case and if there was any problems or concerns from them or the citizen involved in the case. No major incidents have been identified.

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

None. The current processes

that are in place will identify if there are any issues that need to be addressed.

3. NEWS MEDIA

EVALUATED
07-17-08

ACTION REQUIRED
None

CORRECTED
N/A

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

Fax CHP 288's to Media/Phone

interviews/Ride-alongs/Press conferences

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

Upon receiving the e-mailed news release information from

Headquarters - Area specific information will be added and the news release is sent to the media.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

The Area's Public Affairs Officer.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED
07-17-08

ACTION REQUIRED
None

CORRECTED
N/A

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

THE AREA PUBLIC AFFAIRS OFFICER

☒ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	The six programs currently being conducted at the San Diego Area at all grade levels are in great demand. There is also positive feedback from the participants.	
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED
07-17-08

ACTION REQUIRED
None

CORRECTED
N/A

a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	HE ASSESSES THE current process to see if the goals are being met and if they are not being met, then the necessary changes will be made and monitored.	
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The Area Commander receives all requests and will appear and speak at as many engagements as possible. Those that he cannot attend he will assign to the Public Affairs Officer and or alternates.	
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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d. Are all employees encouraged to understand and participate in public affairs programs?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

In reference to question Section 2. b.:

(50) Citizens' Response Questionnaires were sent out to the public by **mail** on or about June 5, 2008. As of August 21, 2008, the Area Command received the following results:

- Received (16) responses as follows:
- (2) Negative comments
- (2) No responses or advised they were not assisted by the CHP.
- (2) Returned/wrong address
- (10) Positive comments

Findings: Out of the (50) questionnaires mailed to the public only 4% had a negative response.

(30) Citizens' Responses Questionnaires were **handed out** to the public as they enter the San Diego Area office from July 14, 2008 to July 31, 2008, with the following results:

- (4) Negative comments
- (26) Positive comments

Findings: Out of the (30) questionnaires handed out to the public only 13.3% had a negative response.

All questionnaires are attached to this report.

Memorandum

Date: September 18, 2008

To: Border Division

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Winterhaven Area

File No.: 620.12233

Subject: INFORMAL CHAPTER 18 EVALUATION

Winterhaven Area's informal Chapter 18, Public Reaction, evaluation is attached for your review. If you have any questions or require additional information, please feel free to contact Sergeant Lynn Domby at (760) 572-0294.



J. W. SWAIM, Lieutenant
Commander


Attachments

**AREA MANAGEMENT EVALUATION
PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

AREA 620	DIVISION Border	NUMBER
EVALUATED BY Sgt. L. Domby, #13209		DATE 09/04/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW  DATE 09/18/2008
1. COMMUNITY OPINION		EVALUATED 09/04/2008	ACTION REQUIRED None CORRECTED

- a. How does the community as a whole feel about the Department? Winterhaven Area has an excellent rapport with the small community of Winterhaven, CA and the City of Yuma, AZ which is just across the border.
- (1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No
- b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No
- c. Do people believe the Department represents their best interests? ☒ Yes ☐ No
- d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No
- e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No
- f. How does the reputation of the Department compare with other agencies in the area? The Department is well respected due to the command's emphasis on proactive enforcement.

2. THE OFFICER AND PUBLIC CONTACTS		EVALUATED 09/04/2008	ACTION REQUIRED None	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Positive comments are noted on CHP 100 forms and commendable CHP 2's. Negative comments are dealt with through the complaint process.

(1) What is the ratio of compliments to complaints? The ratio is 2 compliments to 1 complaint.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Comments are made on CHP 100 forms and also commendable CHP 2's are utilized.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? The general consensus is they were treated fairly and respectfully by the citing officer. Frequently comments will be made that this is the most patrolled area in California creating a safe route of travel for motorists.

(1) What is the opinion of the public appearing at court regarding Area officers? Supervisors frequently attend court to observe testimony. In large, the public may not be happy about receiving a citation but it is noted they were treated appropriately during the stop. Frequently comments are made about this area being the heaviest patrolled in the state.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

- (2) What, if any, other methods are utilized to determine public opinion of Area officers? Area commander and supervisors attend community meetings to address concerns if any arise.

3. NEWS MEDIA

EVALUATED
09/10/2008

ACTION REQUIRED
None

CORRECTED

- a. Have guidelines been established to foster harmonious relations with the new media? ☒ Yes ☐ No

- (1) Does the media treat the Department favorably? ☒ Yes ☐ No

- (2) Are media representatives satisfied with their relationship with the Department? ☒ Yes ☐ No

- (a) Has good rapport been established between Area personnel and the media? ☒ Yes ☐ No

- (3) Have personnel emphasized the Strategic Plan goals when possible and applicable? ☒ Yes ☐ No

- b. Have procedures been established for the routine dissemination of accident/incident information? ☒ Yes ☐ No

- (1) Is "Code 20" or a similar device used for more spectacular incidents? ☒ Yes ☐ No

- (a) How are other kinds of news information disseminated to the media? The PAO has key contacts at the various media and makes arrangements to get the information out to the public either in person or by fax.

- c. Are there specially prepared and coordinated programs to handle specific traffic problems? ☒ Yes ☐ No

- (1) Are multi-lingual programs emphasized? ☒ Yes ☐ No

- (2) Are public affairs press releases distributed to the public in a timely manner? ☒ Yes ☐ No

- (3) Is there adequate media involvement at local Area events? ☒ Yes ☐ No

- d. How are releases produced by headquarters distributed? The PAO makes the necessary changes to be Area specific and then gets the commander's approval prior to release. The PAO makes personal contact in an attempt to get the message broadcast and will also utilize a mass faxing of the releases.

- (1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☒ Yes ☐ No

- (2) Who is responsible to monitor the media for items concerning the Department? The current PAO, Officer M. Peace, is responsible for monitoring and reporting the concerns to the Area commander.

- (a) Are significant items sent to headquarters? ☒ Yes ☐ No

- (3) Are harmonious relations established and maintained with the media by the PAO? ☒ Yes ☐ No

- (4) Are strategic goals emphasized at PAO/TMC activities? ☒ Yes ☐ No

4. SCHOOLS

EVALUATED
09/11/2008

ACTION REQUIRED
None

CORRECTED

- a. Has the commander identified problems that should be resolved through the public affairs program? ☒ Yes ☐ No

- (1) Who supervises the program? SGT. D. NUNEZ ☒ Yes ☐ No

- (2) Is preplanning evident in the school program? ☒ Yes ☐ No

- (3) Is the program designed and directed toward the solution of specific problems? ☒ Yes ☐ No

- (4) Are activities discussed and planned with school administrators? ☒ Yes ☐ No

- (5) Has the program been approved by the commander? ☒ Yes ☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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(6) Does the program follow departmental priorities?

☒ Yes☐ No

(7) Are all grade levels included?

☒ Yes☐ No

(8) How is the success of the program measured?

Feedback is solicited from school administrators as well the organizers of

various public affairs events.

(9) Is it successful?

☒ Yes☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes☐ No**5. PUBLIC AFFAIRS PROGRAM**

EVALUATED

09/11/2008

ACTION REQUIRED

None

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes☐ No

(2) Are ethnic groups' problems considered?

☒ Yes☐ No

(3) Are bilingual officers utilized?

☒ Yes☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

The PAO will

be unitized to disseminate a public message through the media whether it is concerning stepped up enforcement or safety issues.

Grants are used in conjunction with Area overtime to increase enforcement during key periods to accomplish the SMP goals.

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes☐ No

c. Is the commander involved in public contacts?

☒ Yes☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

The

commander attends functions in both Winterhaven, CA and the neighboring city of Yuma, AZ. The limited speaking

engagements are attended by the commander unless there is a scheduling conflict.

(a) If experience is lacking, is the commander doing anything to correct this?

☒ Yes☐ No

(3) Are supervisors involved in the community?

☒ Yes☐ No

(a) Do they make public appearances?

☒ Yes☐ No

(b) Is training provided for those who lack experience?

☒ Yes☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?☒ Yes☐ No

Employee's are encouraged to participate in community events. Officers frequently coach youth athletics , attend job fairs, and other youth events.

**AREA MANAGEMENT EVALUATION
PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

COPY

SURDER 5-1400 TW

AREA 656	DIVISION	NUMBER
EVALUATED BY M.G. Brown, #11184		DATE 02/19/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY	
<input type="checkbox"/> Correction Report		COMMANDER'S REVIEW	
DATE		DATE	
1. COMMUNITY OPINION		EVALUATED	ACTION REQUIRED
			CORRECTED

a. How does the community as a whole feel about the Department? See Attached

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? See Attached

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED 02/19/2008	ACTION REQUIRED None	CORRECTED
------------------------------------	-------------------------	-------------------------	-----------

a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

See Attached

(1) What is the ratio of compliments to complaints? 10-1

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Monthly evaluation comments, personal acknowledgment, presentation of letters received for positive contacts

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Professional and informed. The public may have issues with the laws and regulations, but not with the officers who are enforcing them.

(1) What is the opinion of the public appearing at court regarding Area officers? Same as above.

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Periodic survey letters are given

to drivers and companies soliciting feedback and comments.

3. NEWS MEDIA	EVALUATED	ACTION REQUIRED	CORRECTED
	02/19/2008	None	

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

Direct contact via telephone or personal visit.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

Through Division PAO personnel and then to local media outlets.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

The Facility PAO and Commander.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS	EVALUATED	ACTION REQUIRED	CORRECTED
	N/A		

a. Has the commander identified problems that should be resolved through the public affairs program?

☐ Yes ☐ No

(1) Who supervises the program?

☐ Yes ☐ No

(2) Is preplanning evident in the school program?

☐ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☐ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☐ Yes ☐ No

(5) Has the program been approved by the commander?

☐ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(6) Does the program follow departmental priorities?

☐ Yes

☐ No

(7) Are all grade levels included?

☐ Yes

☐ No

(8) How is the success of the program measured?

(9) Is it successful?

☐ Yes

☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☐ Yes

☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED
2/19/2008

ACTION REQUIRED
None

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes

☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes

☐ No

(2) Are ethnic groups' problems considered?

☒ Yes

☐ No

(3) Are bilingual officers utilized?

☒ Yes

☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes

☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes

☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes

☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes

☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes

☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

See Attached

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes

☐ No

c. Is the commander involved in public contacts?

☒ Yes

☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes

☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

See Attached

(a) If experience is lacking, is the commander doing anything to correct this?

☐ Yes

☐ No

(3) Are supervisors involved in the community?

☒ Yes

☐ No

(a) Do they make public appearances?

☒ Yes

☐ No

(b) Is training provided for those who lack experience?

☒ Yes

☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes

☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes

☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No

AREA MANAGEMENT EVALUATION

Chapter 8: Public Reaction

Page 5

1. COMMUNITY OPINION

The Inspection Facility, like the Department, enjoys a positive reputation within its area of responsibility. Although allied agencies have experienced some negative publicity, the Department is viewed as fair and impartial by local public officials and surrounding community citizenry. Conversations with court administrators, judges, and the District Attorney's office indicate that Facility employees are held in high esteem.

2. THE OFFICER AND PUBLIC CONTACTS

The Facility has a system in place to document comments from citizens regarding contacts from officers. When individuals appear at the front counter to comment on an employee, supervisors personally handle the contact. Verbal comments are relayed to the involved employee and appropriate CHP 100 Form comments are made. Positive contacts are acknowledged in front of peers by supervisors. Letters and notes of appreciation are presented to the employee and a copy placed in their personnel file. Citizens are provided with a written reply, when appropriate. Supervisors take every opportunity to personally contact drivers who enter the Facility. The consensus of the Facility management team is that commercial vehicle drivers have a positive opinion of the Facility operation and the Department overall.

3. NEWS MEDIA

Both the Commander and public affairs officer monitor the media for issues concerning commercial enforcement. Relations are good with all media outlets in the Inland Empire and desert communities. The media treats the Department very favorably. Media inquiries are the responsibility of the PAO who conducts interviews and facility tours. Noteworthy events like special commercial vehicle enforcement programs are handled by the facility PAO in coordination with departmental and Division personnel.

4. SCHOOLS

5. PUBLIC AFFAIRS PROGRAM

School programs and public affairs matters are the responsibility of the Host Area. However, it is not uncommon for Inspection Facility personnel to assist with programs that deal with commercial vehicle enforcement either in the schools or at a place of business. The PAO is actively involved in the community out-reach program directed at commercial vehicle industry. Several officers participate in public affairs programs at the elementary schools attended by their children. The Facility EDC Team is routinely called upon to assist Area in school presentations and demonstrations.



M.G. BROWN, Sergeant

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA 630	DIVISION Border	NUMBER
EVALUATED BY J. D. Rice / Sergeant 11907		DATE 09/04/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY	
<input type="checkbox"/> Correction Report		COMMANDER'S REVIEW <i>J. D. Rice, Capt</i>	DATE 9-25-08
1. COMMUNITY OPINION		EVALUATED Yes	ACTION REQUIRED None

a. How does the community as a whole feel about the Department? See Summary.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ Nob. Has good rapport been established with leaders within the community? ☒ Yes ☐ Noc. Do people believe the Department represents their best interests? ☒ Yes ☐ Nod. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ Noe. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

How does the reputation of the Department compare with other agencies in the area? Equal to, or much higher than the local allied agencies.

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED Yes	ACTION REQUIRED None	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? See Summary.

(1) What is the ratio of compliments to complaints?

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Copies of letters attached to their personnel file after reviewed and initialed by officer, CHP 100 form comments.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☐ Yes ☒ No(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Most of the members of the public feel that they are treated fairly and impartially. The general consensus is that our officers are courteous, and professional.

(1) What is the opinion of the public appearing at court regarding Area officers? Most feel that they were treated fairly.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

3. NEWS MEDIA	EVALUATED Yes	ACTION REQUIRED None	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media?		Via CHP 288's, News Release, by the Public Affairs Officer, Area Management, and the field personnel.	
c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed?	See summary.		
(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department?		The Area Commander, Lieutenant, and Public Affairs Officer.	
(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4. SCHOOLS	EVALUATED Yes	ACTION REQUIRED None	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			<input type="checkbox"/> Yes <input type="checkbox"/> No
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	See summary.	

(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED	ACTION REQUIRED	CORRECTED
Yes	None	

a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	Discussion during staff meetings, training days, and briefings.	

(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The Commander accepts all speaking engagements when requested.	

(a) If experience is lacking, is the commander doing anything to correct this?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

✓	Are all employees encouraged to understand and participate in public affairs programs?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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(1)	Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
-----	--	---	-----------------------------

(2)	Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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See attached summary.

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AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (REV. 5-06) OPI009

1. COMMUNITY OPINION

During the course of this evaluation several members of the community representing different social and economic groups were contacted. Those individuals and groups were then asked to provide their perceptions of the community's opinion of the California Highway Patrol. All of the representatives contacted held the Department in very high regard. All felt that the Department is well represented, and is impartial as well as fair in its dealings with the public. The regard to which these individuals held the Department, in relation to other agencies, was considered to be equal to, or much higher than the other local allied agencies.

2. THE OFFICER AND PUBLIC CONTACTS

Field patrols, as well as special duty officers have been asked to inform supervisors of any comments, positive or negative, made by the public concerning the California Highway Patrol. All information concerning these contacts with the public is next forwarded to the Field Operations Officer via e-mail, phone conversation, or personally, for review. The information is then forwarded to the appropriate supervisor for any necessary action. Positive comments are passed on to the involved officer for inclusion in their personnel file. Negative comments are researched by the supervisor so that they can determine the appropriate course of action (i.e. counseling, citizen complaint investigation, etc.).

This year to date, Area has received seven citizens' complaints. The complaints were thoroughly investigated and the appropriate corrective actions were taken when necessary.

The Commander and Lieutenant routinely meet with community leaders as well as representatives of allied agencies at public functions and community events. The Commander readily accepts all speaking engagements and has recently spoken at a number of public events including; Rotary, Lions, Elks, Optimist and Foreign Legion Club's, as well as the Coachella Valley Association of Government's meetings. The Public Affairs Officer receives public feedback at various functions, as well as through officers who receive information from the public.

3. NEWS MEDIA

The Public Affairs Officer (PAO) has established a very good rapport with the local newspapers, as well as radio and television stations. The PAO is bilingual and capable of disseminating information in both English and Spanish. Field officers have also developed an outstanding relationship with the news media by meeting their needs in an open, honest and timely manner. As outlined in the Indio Area S.O.P., field officers

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (REV. 5-06) OP1009

complete news releases for all newsworthy events. These news releases are then either faxed or presented verbally to the news media by the PAO. Incidents that may be of significance to media outside the immediate area are distributed by the Indio Communications Center. The Area Commander is the PAO supervisor and she ensures that Border Division is notified of any applicable newsworthy events.

4. SCHOOLS

The school program is designed to meet specific needs as expressed by local school officials in addition to supporting Department safety programs. All grades kindergarten through college are represented in the program. The PAO hosts a START SMART class at the area office once each month during the school year. It is an approximately two hour class involving teens and parents. It targets teen drivers with emphasis on driving distractions, seatbelt usage, driving under the influence (DUI), and primary collision factors (PCF's). In addition, many officers have children attending local schools and they routinely appear at those schools to do presentations promoting safety. Special emphasis is placed on pedestrian / bicycle safety and seat belt usage for the primary grades. In the high schools, the emphasis is on speeding, seat belt usage and sober graduation. Several officers routinely volunteer for grad night activities which provide an alcohol free environment for high school students to celebrate their graduation. The success of the program is measured through feedback from parents and school administrators.

5. PUBLIC AFFAIRS PROGRAM

The Area's public affairs program is designed to resolve problems that are identified by the Area Commander and established in the Strategic Plan. The Area has a very large Hispanic community which has been continually overrepresented in traffic collisions where the use of safety restraints would have reduced the number of injuries and deaths. So to address this important concern, the Area Commander specifically chose a bilingual officer as the PAO. The Area also has several other bilingual officers who have shown excellent skills in dealing with the media. The PAO has done an excellent job of disseminating information to the public via the news media and makes daily appearances on various television and radio stations. The Area Commander and Lieutenant make public contacts on a routine basis and have spoken at many public engagements. The Area's field supervisors are regularly involved with public affairs as they work with allied agencies and the public in setting up numerous community events such as parades, golf tournaments and air shows. The supervisors also often handle media relations at the scenes of traffic collisions and other emergencies. Area supervisors support scheduling adjustments for personnel for various community service activities, including youth sports and by providing safety talks to their children's schools. All Area supervisors are aware of the importance of the public affairs program as it relates to the Strategic Plan and departmental recruitment. Area supervisors do make positive 100 form comments for any officer participating in a public affair activity.

M'e m o' r a n d u m

Date: September 19, 2008

To: Border Division

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Rainbow Inspection Facility

File No.: 686.11393.cvr

Subject: CHAPTER 8 AREA MANAGEMENT EVALUATION
PUBLIC REACTION

Please find attached for your review Rainbow Inspection Facility's recently completed Chapter 8 Area Management Evaluation: *Public Reaction*. Should you have any questions, or wish to discuss its contents, please contact me at (951) 694-0663.



R. W. SPECHT, Lieutenant
Commander

Safety, Service, and Security

FLED SEP 19 2008


AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA <u>Rainbow</u>	DIVISION	NUMBER
<u>Inspection Facility</u>	<u>Border</u>	<u>686</u>
EVALUATED BY	DATE	
<u>M. Schieffer, SGT</u>	<u>08/21/2008</u>	

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION		SUSPENSE DATE	
<input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation			
FOLLOW-UP REQUIRED		COMMANDER'S REVIEW	DATE
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<u>R. W. Specht, LT</u> 	<u>9-19-2008</u>
BY _____		EVALUATED	ACTION REQUIRED
		<u>Yes</u>	<u>No</u>
			CORRECTED

1. COMMUNITY OPINION

a. How does the community as a whole feel about the Department? The facility enjoys the positive rapport with the public typically enjoyed by field commands, specifically impartial and professional treatment of the public.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? Law enforcement agencies in this region collectively enjoy a good reputation with the public.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED	ACTION REQUIRED	CORRECTED
<u>Yes</u>	<u>No</u>	

a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? The complaint process and the commendable documentation process adequately addresses voiced public opinion.

(1) What is the ratio of compliments to complaints? Positive comments are the norm at the facility while complaints are a rarity.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Positive public comments are documented via Commendable Form 2s and 100C comments.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Occasional comments are received from commercial vehicle drivers regarding the equitable and professional treatment received from facility personnel.

(1) What is the opinion of the public appearing at court regarding Area officers? Neither positive nor negative public opinion related to court appearances is typically presented to the facility.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

The Commander, supervisors,

and Public Affairs / Court Officer monitor public opinion via key public contacts.

3. NEWS MEDIA

EVALUATED

Yes

ACTION REQUIRED

No

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes

☐ No

(1) Does the media treat the Department favorably?

☒ Yes

☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes

☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes

☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes

☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes

☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes

☐ No

(a) How are other kinds of news information disseminated to the media?

Infrequent media inquiries are thoroughly

addressed by the facility Public Affairs Officer and by supervisors/management.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes

☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes

☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes

☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes

☐ No

d. How are releases produced by headquarters distributed?

Facility personnel are apprised, at daily briefings, of releases of

potential interest to the public, specifically those who routinely frequent the facility.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes

☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

Public Affairs Officer/Commander.

(a) Are significant items sent to headquarters?

☒ Yes

☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes

☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes

☐ No

4. SCHOOLS

EVALUATED

No

ACTION REQUIRED

No

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☐ Yes

☐ No

(1) Who supervises the program?

☐ Yes

☐ No

(2) Is preplanning evident in the school program?

☐ Yes

☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☐ Yes

☐ No

(4) Are activities discussed and planned with school administrators?

☐ Yes

☐ No

(5) Has the program been approved by the commander?

☐ Yes

☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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(6) Does the program follow departmental priorities?

☐ Yes☐ No

(7) Are all grade levels included?

☐ Yes☐ No

(8) How is the success of the program measured?

(9) Is it successful?

☒ Yes☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes☐ No**5. PUBLIC AFFAIRS PROGRAM**

EVALUATED

Yes

ACTION REQUIRED

No

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes☐ No

(2) Are ethnic groups' problems considered?

☒ Yes☐ No

(3) Are bilingual officers utilized?

☒ Yes☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? The

commander reviews assigned action steps to identify areas of deficiency and provides further guidance to those with action step

responsibility.

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes☐ No

c. Is the commander involved in public contacts?

☒ Yes☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

The facility

Public Affairs Officer typically makes public affairs and commercial industry education program presentations on behalf of the facility.

(a) If experience is lacking, is the commander doing anything to correct this?

☒ Yes☐ No

(3) Are supervisors involved in the community?

☒ Yes☐ No

(a) Do they make public appearances?

☐ Yes☒ No

(b) Is training provided for those who lack experience?

☒ Yes☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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d. Are all employees encouraged to understand and participate in public affairs programs?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

3. a (1) Facility contact with the media is somewhat limited.

5. a. (1) The facility Public Affairs Officer participates in child safety seat installation events whenever practicable. Commercial Vehicle Education Program efforts are expended in concert with facility hosted events such as barbecues benefiting the Temecula Special Olympics. On these occasions "Chipper" is in attendance and commercial vehicle driver safety issues, among them seat belt usage, are stressed to visiting drivers. The facility also conducts orientation tours for drivers of major carriers at which time they are acquainted with level 1 inspection procedures, maintenance issues, and documentation requirements.

5. d. (1) The names of facility personnel who consistently perform in an exemplary manner are submitted at the invitation of service oriented organizations such as the American Legion and the Elks. Deserving personnel are also recognized at Division awards ceremonies. Key political figures have also visited the facility to recognize superior performers.

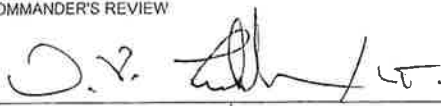
Although the facility does not conduct traditional public affairs presentations, the facility Public Affairs Officer provides valuable services to the trucking community via commercial industry education programs and public affairs presentations. The facility enjoys a good relationship with the trucking industry.

**AREA MANAGEMENT EVALUATION
PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

AREA Capistrano	DIVISION Border	NUMBER 690
EVALUATED BY Sgt. S. Doumas		DATE 08/25/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 09/15/2008			
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW  DATE 09/03/08			
1. COMMUNITY OPINION		<table border="1"> <tr> <td>EVALUATED Yes</td> <td>ACTION REQUIRED N/A</td> <td>CORRECTED N/A</td> </tr> </table>	EVALUATED Yes	ACTION REQUIRED N/A	CORRECTED N/A
EVALUATED Yes	ACTION REQUIRED N/A	CORRECTED N/A			

a. How does the community as a whole feel about the Department? The communities of south Orange County are very supportive of the CHP.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? The CHP is viewed as an agency with higher levels of professionalism and public oriented services.

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED Yes	ACTION REQUIRED N/A	CORRECTED N/A
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? All comments are reviewed by the administrative sergeant and processed according to category type.

(1) What is the ratio of compliments to complaints? 20 to 1

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Based on the officer's actions the documentation could be a CHP 100 form comment or commendable CHP 2

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Positive feedback is provided by the public, with the officers' conduct described as being courteous and helpful.

(1) What is the opinion of the public appearing at court regarding Area officers? The public has taken note of the officers' good attendance record and professional conduct during proceedings.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

N/A

3. NEWS MEDIA

EVALUATED
Yes

ACTION REQUIRED
N/A

CORRECTED
N/A

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

Press releases are provided to the

communications and traffic management centers for media access.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

The PAO provides all releases via FAX to the local media

representatives.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

The Area's PAO, Officer C. Goodwin,

#14552.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED
Yes

ACTION REQUIRED
N/A

CORRECTED
N/A

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

Area Commander

☒ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	Evaluation forms are provided to the attendees for documented feedback.	

(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

	EVALUATED Yes	ACTION REQUIRED N/A	CORRECTED N/A
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	N/A - No deficiencies have been encountered.		

(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The Commander does accept regular speaking engagements and in her absence the Lieutenant or PAO would be utilized as a substitute representative.	
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No

Memorandum

Date: August 25, 2008

To: Border Division


From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Capistrano Area

File No.: 690.11756.11027

Subject: CHAPTER 8, PUBLIC REACTION SELF INSPECTION

This memorandum has been prepared as certification of the Capistrano Area's completion of the Chapter 8, Public Reaction self inspection for the third quarter of 2008. Accompanying this memorandum is the Area's completed CHP 453H, Area Management Evaluation form, documenting the self inspection.

If you have any need for assistance or further questions regarding this matter, please contact Sergeant Speros A. Doumas, #11027, at (949) 487-4000.


S. HOUSTON, Captain
Commander

Attachments

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA 626	DIVISION Border	NUMBER
EVALUATED BY Sgt. M. Kirchhof		DATE 09/22/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 09/22/2008
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report BY	COMMANDER'S REVIEW <i>RE/Kramer</i>
		DATE 9-22-08

1. COMMUNITY OPINION

EVALUATED Yes	ACTION REQUIRED No	CORRECTED
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a. How does the community as a whole feel about the Department? The community has a very positive opinion of the California Highway Patrol. The Department is invited to participate in many community events and functions.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? In the Imperial Valley, the Department enjoys a greater reputation than many of the local allied agencies.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED Yes	ACTION REQUIRED No	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Positive and/or negative comments are discussed with the employee and documented appropriately.

(1) What is the ratio of compliments to complaints? CIF averages 1 citizen's complaint annually.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? verbally, on 100 forms, and 118s.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? Facility personnel are very responsive to the public's need for assistance.

(1) What is the opinion of the public appearing at court regarding Area officers? The public understands that our enforcement efforts are directed toward making the commercial transportation industry safer.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

None.

3. NEWS MEDIA

EVALUATED
Yes

ACTION REQUIRED
No

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

Through personal telephone communications

and faxes.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

They are briefed to our personnel, posted, and routed to the Area Public

Affairs officer.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department? Area Public Affairs Officer Jeff Even.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED
No

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☐ Yes ☐ No

(1) Who supervises the program?

☐ Yes ☐ No

(2) Is preplanning evident in the school program?

☐ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☐ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☐ Yes ☐ No

(5) Has the program been approved by the commander?

☐ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?		

(9) Is it successful?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED	ACTION REQUIRED	CORRECTED
Yes	No	

a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	Issues of concern are discussed with staff, reinforced at briefings and on evaluations. Alternate action plans are implemented if necessary.	

(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The commander only delegates when a subordinate may have additional knowledge relative to a specific area of concern.	

(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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Section 4 (Schools) was not evaluated as the local field CHP Area (El Centro) is responsible for maintaining a local school program.

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
PUBLIC REACTION
CHP 453H (Rev. 5-06) OPI 009

AREA San Onofre I.F.	DIVISION Border	NUMBER 651
EVALUATED BY Sergeant Leslie Lazo		DATE 08/20/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 09/01/2008
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW <i>[Signature]</i> Lieutenant R. Rennie, #9113
		DATE 9-2-08
1. COMMUNITY OPINION		EVALUATED X
		ACTION REQUIRED NO
		CORRECTED

a. How does the community as a whole feel about the Department? The Facility and the Department's Commercial program enjoys an excellent reputation with the trucking industry and the community as a whole.

(1) Do all sectors of the community have the same opinion?

☒ Yes ☐ No

b. Has good rapport been established with leaders within the community?

☒ Yes ☐ No

c. Do people believe the Department represents their best interests?

☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws?

☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job?

☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? The Department and allied agencies in San Diego and Orange County are viewed as professional partners and have an excellent working relationship with the community.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED X	ACTION REQUIRED NO	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? At the Facility, most public contacts are a result of commercial enforcement at the scales. Supervisors personally monitor public and officer interaction.

(1) What is the ratio of compliments to complaints? Positive compliments far out weigh complaints, by greater than 10-1.

(2) Does it appear officers are making successful public contacts?

☒ Yes ☐ No

(3) Is recognition given to the complimented officers?

☒ Yes ☐ No

(a) How? Immediate praise, documentation on monthly evaluation and/or commendable incident report.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts?

☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction?

☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? The drivers and carriers are appreciative of the work performed by Facility personnel and generally understand the enforcement is to reduce truck at fault accidents and make the highways safer for everyone. Additionally, mechanical repairs minimize liability to the company.

(1) What is the opinion of the public appearing at court regarding Area officers? There have been no know complaints generated from court appearances and the conviction rate in commercial trails/hearings is very high, estimated at 90-95%.

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
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(2) What, if any, other methods are utilized to determine public opinion of Area officers? Public remarks, industry comments, and supervisory observations. Additionally, the minimal number of citizen's complaints is an indicator of public satisfaction.

3. NEWS MEDIA

EVALUATED	ACTION REQUIRED	CORRECTED
X	NO	

a. Have guidelines been established to foster harmonious relations with the new media? ☒ Yes ☐ No

(1) Does the media treat the Department favorably? ☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department? ☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media? ☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable? ☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information? ☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents? ☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media? Routine press releases are general handled though the public affairs officer at the Oceanside Area. Commercial related releases are distributed to the drivers at the scale head office.

c. Are there specially prepared and coordinated programs to handle specific traffic problems? ☒ Yes ☐ No

(1) Are multi-lingual programs emphasized? ☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner? ☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events? ☒ Yes ☐ No

d. How are releases produced by headquarters distributed? They are distributed though the public affairs officer at the Oceanside Area. Commercial related public information bulletins and handouts are made available to the drivers at the scale head offices and the inspection sheds. Additionally, inspectors and officers relay information to drivers regarding commercial matters.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department? The Facility Commander and the Public Affairs/ Training officer. Supervisors also monitor local news for commercial related stories of interest.

(a) Are significant items sent to headquarters? ☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO? ☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities? ☒ Yes ☐ No

4. SCHOOLS

EVALUATED	ACTION REQUIRED	CORRECTED
Not applicable	NO	

a. Has the commander identified problems that should be resolved through the public affairs program? ☐ Yes ☐ No

(1) Who supervises the program? ☐ Yes ☐ No

(2) Is preplanning evident in the school program? ☐ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems? ☐ Yes ☐ No

(4) Are activities discussed and planned with school administrators? ☐ Yes ☐ No

(5) Has the program been approved by the commander? ☐ Yes ☐ No

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
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(6) Does the program follow departmental priorities?

☐ Yes ☐ No

(7) Are all grade levels included?

☐ Yes ☐ No

(8) How is the success of the program measured?

(9) Is it successful?

☐ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☐ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED

X

ACTION REQUIRED

No

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes ☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes ☐ No

(2) Are ethnic groups' problems considered?

☒ Yes ☐ No

(3) Are bilingual officers utilized?

☒ Yes ☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes ☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes ☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? During training days and briefing, employees are advised of expectations and goal related issues. Should employees not meet expectations, supervisors address concerns with individuals and document deficiencies on monthly evaluations. Progressive discipline steps are utilized.

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes ☐ No

c. Is the commander involved in public contacts?

☒ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☐ Yes ☒ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates? The Oceanside Area

Commander and Public Affairs officer handles most all community speaking engagements. Should a request from the trucking industry arise, the Facility Commander, supervisors or Public Affairs officer would handle the event.

(a) If experience is lacking, is the commander doing anything to correct this?

☐ Yes ☐ No

(3) Are supervisors involved in the community?

☒ Yes ☐ No

(a) Do they make public appearances?

☒ Yes ☐ No

(b) Is training provided for those who lack experience?

☐ Yes ☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes ☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION, SAN ONOFRE INSPECTION FACILITY
Chapter 8
PUBLIC REACTION

1. COMMUNITY OPINION

The community has a very positive impression of the Department and the Department's commercial vehicle program. San Onofre Inspection Facility enjoys a good rapport with the trucking industry which is enhanced through proficient, impartial, and courteous contacts. Truck drivers frequently request the Facility to conduct voluntary safety inspections, which are conducted in a professional and expedient manner. Bonds with community leaders and allied agencies are strongest with representatives from the United States Border Patrol, the United States Marines at Camp Pendleton, Caltrans, State Board of Equalization, California Air Resources Board (ARB), Federal Motor Carrier Safety Administration (FMCSA), Department of Forestry and the San Diego and Orange County Sheriff's Departments. Personnel from these organizations interact with Facility employees regularly on issues of mutual concern. On several occasions, the Command has accommodated requests from FMCSA and ARB to conduct Level I inspections at the Facility. Additionally, the Area Commander and two sergeants are members of the Critical Incident Investigations Team, which has led to many supportive business relationships with police agencies throughout Border Division.

2. THE EMPLOYEE AND PUBLIC CONTACTS

All uniformed employees receive Public Records Act training and comply with a well established procedure to document comments and requests from the public. Requests for documentation and citizen complaints are personally handled by the supervisors or the Area Commander. Favorable comments received either in writing or verbally are relayed to the individual employee by use of the monthly Commercial Activity Summary (CHP 100 c) or by having the employee sign the written comments and placing the letter in their field folder. San Onofre Inspection Facility typically investigates only one or two citizen complaints per year and receives very few commendable letters from commercial drivers. Facility supervisors do, however, receive many favorable verbal commendations from the drivers when feedback is solicited at the Facility. Due to the small number of complaints against employees, it has not been necessary to look for and identify complaint patterns. A large portion of the commercial drivers at the Facility, speak Spanish and depend upon translation services to communicate. Nearly a third of Facility personnel are bi-lingual and assist the non-English speaking motorists.

AREA MANAGEMENT EVALUATION, SAN ONOFRE INSPECTION FACILITY
Chapter 8
PUBLIC REACTION

3. NEWS MEDIA

Oceanside Area handles media relations for incidents occurring on the freeway adjacent to the scales. If a significant incident should occur at the Facility, the Public Relations/Training officer would handle media relations and the press release. The media treats the Department very favorably and relations are strong with all of the media outlets in the San Diego area, as well as in Orange County. Special programs involving the Strategic Plan are adequately covered by Area offices and Headquarters.

4. SCHOOL

School programs are coordinated through the Oceanside Area. Occasionally, with approval of the Commander, Facility personnel are granted permission to attend local school presentations or career fairs during their work shift. These requests are infrequent and often involve employees' children or family members.

5. PUBLIC AFFAIRS PROGRAM

Public affairs matters are the responsibility of the Oceanside Area; however it is not uncommon for Facility personnel to assist with programs that deal with the commercial industry. A prime example is the Department's Commercial Industry Education Program (CIEP). The Facility has two employees, an MRE and CVIS, who are trained and take part in this statewide program which provides complimentary training to the trucking industry. Additionally, the Facility has opened its doors to businesses who wish to tour our Facility and receive skilled advice for its new drivers and employees. Conway Trucking and Troops to Truckers are two such regular patrons who have take advantage of the on-site program. Area employees are encouraged to be involved in community activities and a few mentor to minors in their off-duty time thought organizations such as Boy Scouts of America, Little League Baseball, United States Air Force Civil Air Patrol and Pop Warner Football.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA 680	DIVISION 601	NUMBER
EVALUATED BY B. Kirby / B. Pennings		DATE 7/08

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY	
<input type="checkbox"/> Correction Report		COMMANDER'S REVIEW <i>[Signature]</i>	
DATE 8/08			
EVALUATED		ACTION REQUIRED	
CORRECTED			

1. COMMUNITY OPINION

a. How does the community as a whole feel about the Department?

Positive

(1) Do all sectors of the community have the same opinion?

☒ Yes☐ No

b. Has good rapport been established with leaders within the community?

☒ Yes☐ No

c. Do people believe the Department represents their best interests?

☒ Yes☐ No

d. Does the Department have the reputation of impartially enforcing laws?

☒ Yes☐ No

e. Do people in the community feel the Department is doing a good job?

☒ Yes☐ No

f. How does the reputation of the Department compare with other agencies in the area?

More Positive

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED

ACTION REQUIRED

CORRECTED

a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

Citizens' Complaint Process follows.

(1) What is the ratio of compliments to complaints?

(2) Does it appear officers are making successful public contacts?

☒ Yes☐ No

(3) Is recognition given to the complimented officers?

☒ Yes☐ No

(a) How? Copy Places in Pos. File

(4) Has an effort been made to determine why some officers are more successful at positive public contacts?

☐ Yes☒ No

(5) Are officers with patterns of complaints provided with corrective training and direction?

☒ Yes☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Positive

(1) What is the opinion of the public appearing at court regarding Area officers?

Positive

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

3. NEWS MEDIA	EVALUATED	ACTION REQUIRED	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?	/	No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media?			

FAX AND E-MAILS

c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed?			

FAX, E-MAIL, PHONE, AND IN PERSON

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department?			

AREA PUBLIC AFFAIRS OFFICER

(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

4. SCHOOLS

4. SCHOOLS	EVALUATED	ACTION REQUIRED	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(6) Does the program follow departmental priorities?

☒ Yes☐ No

(7) Are all grade levels included?

☒ Yes☐ No

(8) How is the success of the program measured?

STUDENT, PARENT, AND SCHOOL ~~ENV~~ SURVEYS

(9) Is it successful?

☒ Yes☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED ☒ACTION REQUIRED ☒

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes☐ No

(2) Are ethnic groups' problems considered?

☒ Yes☐ No

(3) Are bilingual officers utilized?

☒ Yes☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

*SPECIAL ENFORCEMENT TEAM WITH MEDIA COVERAGE**IE: PRESS RELEASE, INTERVIEWS, AND RIDE ALONGS*

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes☐ No

c. Is the commander involved in public contacts?

☒ Yes☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

*SOME ARE HANDLED BY THE COMMANDER, SOME ARE**DELEGATED DEPENDING ON THE OCCASION.*

(a) If experience is lacking, is the commander doing anything to correct this?

☒ Yes☐ No

(3) Are supervisors involved in the community?

☒ Yes☐ No

(a) Do they make public appearances?

☒ Yes☐ No

(b) Is training provided for those who lack experience?

☒ Yes☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No
